

Oneida County Tourism Council Minutes
July 7, 2008
Rhineland Chamber of Commerce

Present: Gary Baier, Dan Kuzlik, Connie Madden, Diane Hapka, Kari Zambon, Peter Wolk,

Absent: Romelle Vandervest, Dick Dvorak, Bill Neider, Trisha Gaffron, Terilyn Fritz

Guests: Sarah Pischer, Guy Hansen, Bill Korrer(Wisconsin Counties Association/ITBEC),
John Potters

1. **CALL TO ORDER:** Meeting called to order at 1:33 pm by President Diane Hapka.
2. **APPROVE AGENDA:** Motion to approve agenda made by Baier/Wolk. Motion carried.
3. **APPROVE MINUTES:** Motion to approve June 5, 2008 minutes made by Baier/Wolk. Motion carried.
4. **APPROVE TREASURERS REPORT:** No report was submitted.
5. **APPROVAL OF INVOICES:** There were no outstanding invoices to report.
6. **DATE OF FUTURE MEETINGS:** Next meeting is August 4, 2008 at 1:30pm at Northern Aire Resort and Spa in Three Lakes .
7. **CENTENNIAL COMMITTEE REPORT:** Guy Hansen reported that the beard growing contest was won by Dale Schlieve and Jeff Polrant was awarded 2nd place. The 3rd place winner was _____. The Walking Tour of Historic Homes brochure has been designed by Joy Vancos. The tour will be run by the Historical Society with tickets selling for \$25. The tour of the Forest Home Cemetary has been researched by the Charter School. Tours will run on September 10th and November 8th. Further help will be needed from Pilch and Barnett to promoted these events.
8. **ONEIDA COUNTY FAIR REPORT:** Kuzlik reported that publicity is going well and that there has been a positive response from local artisans and local

organizations. The inflatable carnival(not just for kids!) will be funded by local auto dealers. Reminder that the fair dates are August 14-16. WJFW-TV 12 is a media sponsor and will help with promotion. B93 will run and remote at the fair, and WXPR will also broadcast psa's.

9. **GROW NORTH AND OCEDC UPDATE:** Kuzlik reported that there will be a Grow North meeting next Wednesday in Merrill. Hapka nominated to be the OCTC representative to the Grow North BOD. Motion Kuzlik/Madden. OCEDC is still working with consultants from Foth and attended a Green Conference in Appleton.
10. **ITBEC REPORT:** Gary introduced Bill Korrer from ITBEC(International Trade Business and Economic Council). North Central ITBEC is comprised of 15 counties: Vilas, Forest, Florence, Marinette, Oconto, Langlade, Oneida, Lincoln, Marathon, Portage, Wood, Waushara, Waupaca, Shawano and Menomonee. The annual budget is \$23,000, of which \$15,000 comes from dues. The Tourism Committee meets 6 times annually and the full Board meets 4 times. The ITBEC website is currently being redesigned and advertising is being done with the Wisconsin Department of Tourism Sampler program. To date they have received 1800 responses.
11. **OCTC COMMUNITY RELATIONS REPRESENTATIVE:** Dan reported that the only item that came up pertained to the regional transportation networking.
12. **HIGHWAY 45 UPDATE:** No report was submitted. The group is currently working on the inventory listing.
13. **PILCH & BARNET REPORT/JEM GRANT UPDATE FOR ARTISTS INTERACTIVE:** Discussed a guys promotion, "Mancations in the OC" , a shop local campaign for residents, Fall and Winter Campaign, and staff training programs were discussed.
14. **BUDGET REVIEW AND APPROVAL:** No report
15. **DISCOVER WISCONSIN:** Tabled until the fall.
16. **ONEIDA COUNTY NUTRITION AND PHYSICAL ACTIVITY COALITION:** Gaffron unable to report for Ann Ovsak. It will be carried over to the next agenda. Baier mentioned disk golf in Nokomis and Sugar Camp is becoming very popular and a good outdoor activity for the northwoods. Also spoke about the success of the Lawnmower Races(non-sanctioned with 22-24 racers and 350+ attending in the 3rd year) and the Bar Stool Races(with 12 racers). The

town of Nokomis parks are all funded by events such as these, and run by volunteers. Next race is August 9th at 5PM. Hapka mentioned that Arbor Vitae is running a Milk Jug Regatta on August 2nd, another good family/community event. August 2nd is Moonshine Days at the Stovewood Building and Museum in Jennings/Pelican Lake and will include a street dance.

17. **ONEIDA COUNTY/VILAS COUNT MAP UPDATE:** Should be completed at this time.
18. **STATE TOURISM DEPARTMENT UPDATE:** Fischer reported that Carl Brown's presentation on marketing to diverse populations at the Point was very worthwhile. The Governor's Northern Tour will be August 11-16 and will be in our area 3 days and also in the Ashland/Bayfield area for 3 days. Clean Beach Sweep to take place in September; information was distributed.
19. **CUSTOMER SERVICE TRAINING, HIRING, ETC:** Deferred until next meeting.
20. **PUBLIC COMMENT/COMMUNICATIONS:** Buck Drossart of The Point, in Minoqua, requested that OCTC do a survey of lodging businesses. This is not within our budget.
21. **ITEMS TO BE INCLUDED IN NEXT AGENDA:** Mancations, Customer Training, Oneida County Nutrition and Physical Activity Coalition.
22. **ADJOURNMENT:** Motion to adjourn made by Madden/Wolk at 2:50pm.

Respectfully submitted,
Kari Zambon